



FE DESIGN & CONSULTING

To: The Department of Alcoholic Beverage Control
Attn: Margot Hoffman
888 S. Figueroa St., Suite 320
Los Angeles, CA 90017

From: Henry Truong, Consultant
327 E. 2nd St. #222
Los Angeles, CA 90012

Re: Public Convenience and Necessity
"Café Birdie, LLC"
5631 N. Figueroa St.
Los Angeles, CA 90042

The applicant, Café Birdie, LLC is requesting a full line for their restaurant to serve the public convenience and necessity. In recent years Highland Park has experienced revitalization with the addition of new establishments such as The Greyhound, Highland Park Bowl, ETA and Civil Coffee, as well as upcoming additions, such as the applicant's new restaurant, along with a concept from RBTA, LLC, helmed by the operators of Sticky Rice at Grand Central Market in Downtown.

In areas where the neighborhood is being revitalized, new establishments that serve future residents, as well as customers and employees of new retail that gets brought in are a necessity. Café Birdie will be another addition to an area of Highland Park that is being revitalized. Old vacant street level units are being turned into restaurants, bars, coffee shops among other uses. The close proximity to the Highland Park Metro Gold Line Station also provides access to this community and opens up opportunities for the community to benefit from new conveniences.

There are currently three on-sale licenses in the census tract that the applicants are applying for a license in. There is a single Type 41 and two Type 47 licenses. ABC allowances are based on the population of a census tract, and for this particular tract, the allowance is three. While this particular census tract is at the threshold, and any additional license would be considered over-concentration, it should be noted that in the city of Los Angeles, it is not common that the amount of licenses within a census tract falls at the allowed limits. High traffic and commercial areas typically attract more people to the area than just the resident population, and with this in mind, ABC typically will issue licenses in over concentrated areas to serve a public convenience and necessity.

With all of the above information taken into consideration, it can be reasonably assured that the approval of the Type 47 license will serve the public convenience and necessity.

Sincerely,

Henry Truong